



Modest Homes

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Modest Homes

A collection of well-designed
attractive and livable houses,
within the price range of the
average American family.



Build Your Home This Year



Plan 152

The BRISTOL

(Size 24'0" x 25'0")

Six Rooms and Bath

THE "Bristol" is one of those quaint little two story houses which make such an appeal to the family who is seeking a real home.

Here is a dwelling with a wonderful living

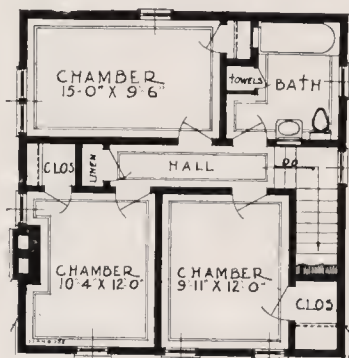
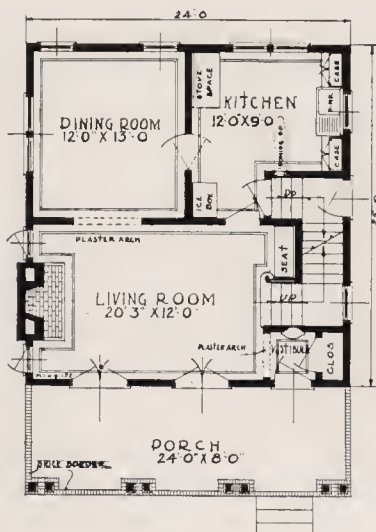
room twenty feet long, equipped with a natural fireplace. French doors at the front leading to the porch make it different from the average house.

Upstairs are three bedrooms and a bath, two of the rooms having cross ventilation and the third lighted and aired by two windows. The bath is compact and well arranged, being equipped with a built-in tub and linen closet.

Just imagine you and your loved ones at home in this wonderful little home. Just imagine the delight of calling the "Bristol" your home. It is one that you can truly be proud of.

Thoughtful home builders who desire a home they can be proud of will choose this design.

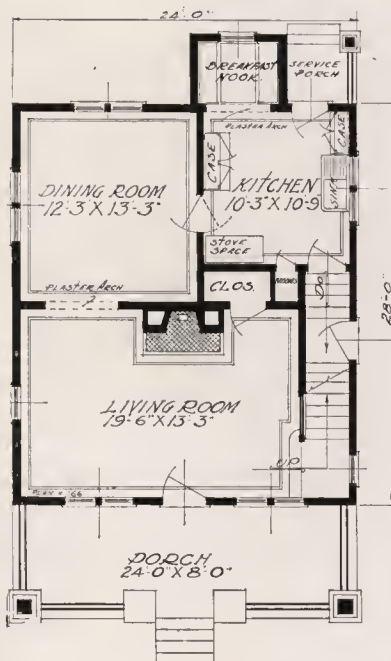
Build the "Bristol" this year and become your own landlord. You will be delighted with this economically designed dwelling and will have a home which will always have an allure.



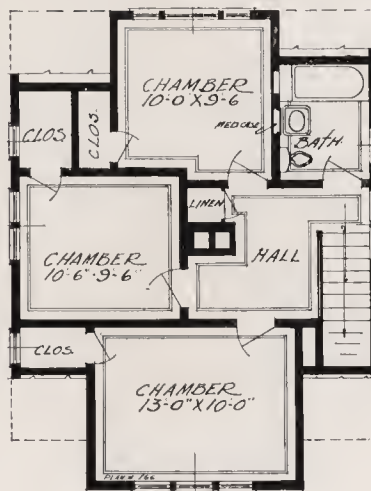


Plan 166

The RESTHAVEN (Size 24'0" x 28'0") Six Rooms, Bath and Breakfast Nook



Build a home of your own and enjoy the blessings that come with home ownership. Choose one of these "Modest Homes."



The man who lives in a home of his own is truly king, for he has a little kingdom all his own when he possesses a house for his loved ones.

Here he can live in peace and contentment, surrounded by all of his treasures. Out in the back yard he can have his garden and fruit trees. He knows that every bit of work he does around the house, is being done to improve *his property*.

Home ownership gives a man a new feeling of security. It places him in a new and exalted position. He attains a new level and certainly increases in the esteem of others. The man who owns his own dwelling is respected by his neighbors and friends. His credit and financial standing are strengthened when he becomes a property owner.



Plan 162

The HUNTINGTON (Size 24'0" x 26'0")

Six Rooms and Bath

WHAT do you want in a home—attractiveness, comfort, convenience, livability? Of course, you want all these—and something more. You want a home that expresses yourself to the

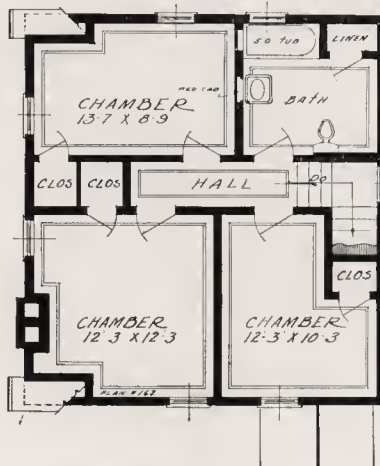
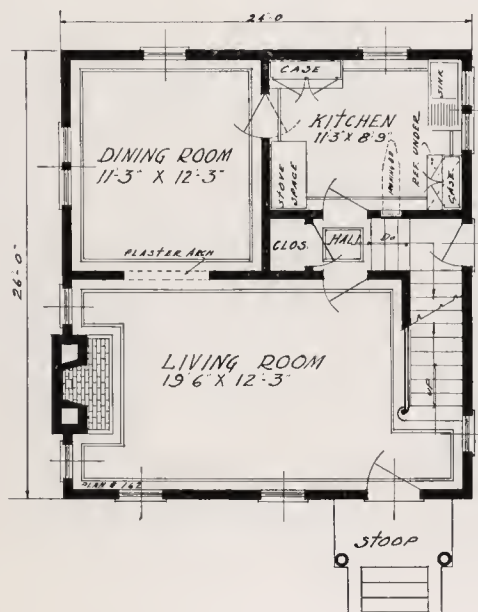
fullest possible extent.

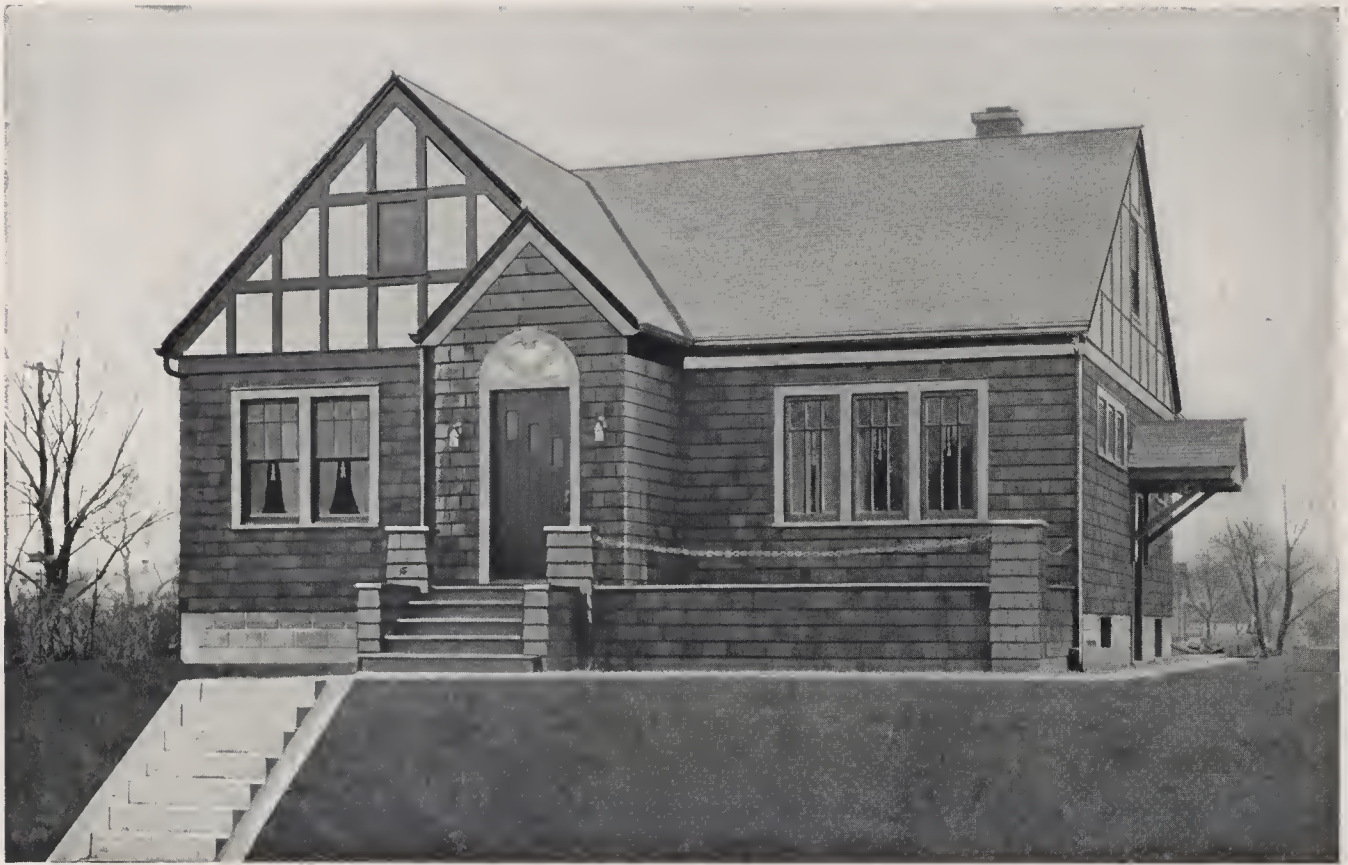
The home in which you live must properly be an expression of your own individuality or that of your family. It must tell to the world your good taste and refinement. It must be an index of yourself.

This book is filled with homes which are in good taste. You can select any of them knowing well that they are in the style of modern architecture, are up to date in exterior lines and interior arrangement. Yet each is different, each meets the taste of a different individual.

The cozy little bungalow, the stately Colonial, the quaint Spanish home each appeal to different individualities. The house you pick is the one which expresses yourself best. Choose with care that this may be secured to the fullest extent.

Make your home an expression of your individuality, an index of your taste and character.



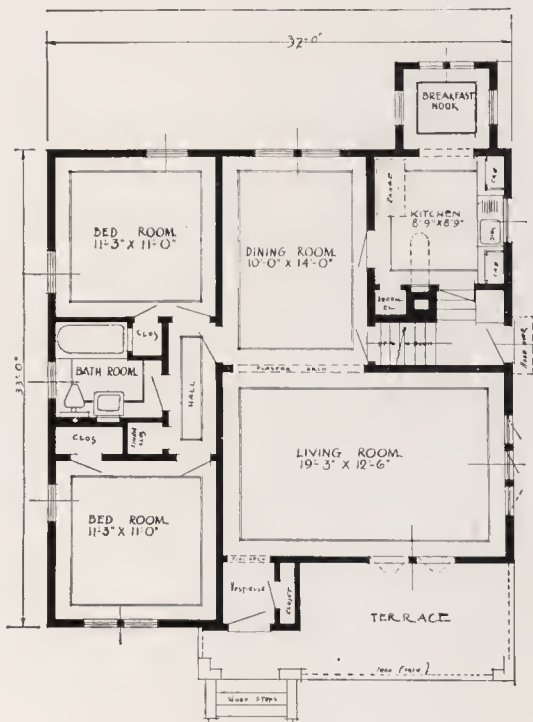


Plan 184

The ANCHOR

(Size 32'0" x 33'0")

Five Rooms, Bath and Breakfast Nook



THE Anchor is one of those delightful shingle-clad cottages that have grown so popular recently. This home of five rooms, bath and breakfast nook, is 32 feet wide by 33 feet deep and sits very well on the average size lot.

Seen from the street, the appearance of the house is indeed attractive. The moss tinted shingles of the siding, the half-timbered effect of the gables, the colorful hue of the composition roofing, all combine to make this residence most desirable.

The house is laid out most advantageously. The entrance is through a vestibule leading to the living room which is 19 feet 3 inches by 12 feet 6 inches. The two bedrooms, flanking the bath, are off a private hall. Each is at a corner of the house, thus assuring cross ventilation. The kitchen is well provided with pantry cases while to the rear is a well lighted breakfast nook.

Home seekers who are looking for plans of a house that is both attractive and livable may consider seriously the Anchor. It has many points to commend it.



Plan 156

The CASTLEFORD (Size 24'0" x 24'0")

Six Rooms, Bath and Reception Hall

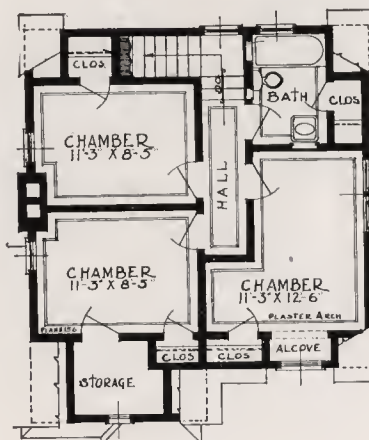
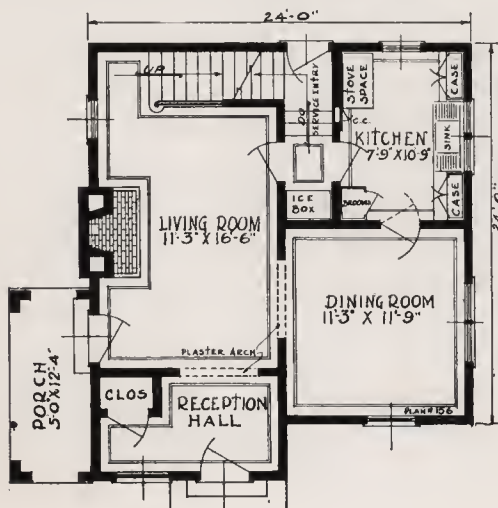
THE man who lives in a rented house is a creature of circumstances. He is inclined to be a drifter, blowing here and there as whim directs. He is not solid, substantial, settled.

Home owning adds prestige to the property owner. The man who owns his own home is respected and looked up to. Business houses recognize his worth.

The community which prospers is largely composed of property owners — men with families

who own their own homes, little or big, and take pride in making their homes just as attractive and pleasing as possible. The home owner is the bulwark of the community.

You can place yourself in this favored class of citizens through the building of a home such as the Castleford.





Plan 153

The BALDWIN

(Size 22'0" x 26'0")

Six Rooms and Bath

THE "Baldwin" design is roughly a square house, which is considered by building authorities to be the most economical type of house to construct. Yet it is not just an ordinary house from the outside, but is attractively

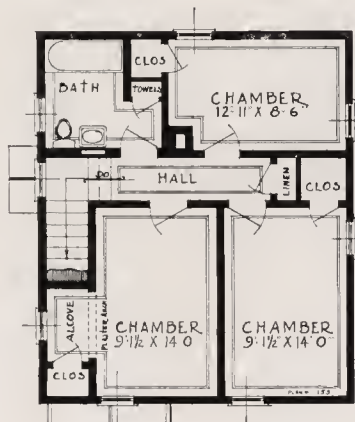
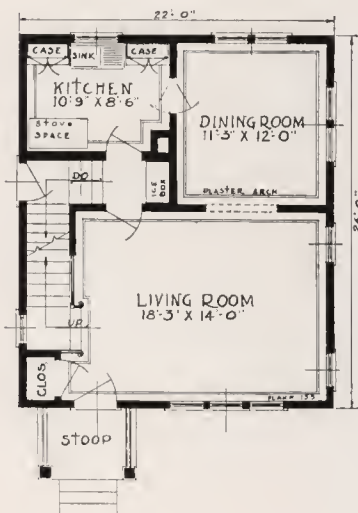
planned with well placed windows and an artistic stoop.

The family will be pleased with the large living room—fully eighteen feet in length—and the economically placed kitchen and dining room. The kitchen is small and compact, well arranged with built-in cupboards.

Three chambers on the second floor and an attractive bath complete the structure. It has everything in it that the average family might desire.

The "Baldwin" makes a powerful appeal to the home lover, because of its economical construction, well planned interior, and tastefully designed exterior.

It is a home which can be chosen with assurance that it will have everything that the modern, well-built home should have. Comfort livability, convenience, beauty — all are present in this delightful house.



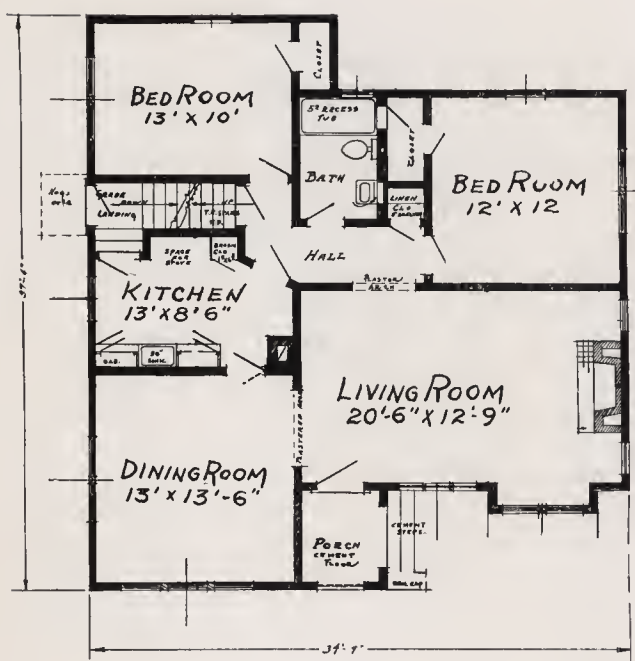


Plan 181

The ARGYLE

(Size 34'9" x 37'6")

Five Rooms and Bath



WHEN the family decide to build a home of their own they are taking one of the most decisive steps in their family history. They are making one of the biggest investments that the average man ever makes.

Building a home calls for study and foresight. It calls for a careful weighing of many factors one against the other. Sentiment has its place in home building and so does cold blooded economic calculation.

Choose your plans with your lot in mind. Choose a house that suits your neighborhood, your position in life, your pocketbook. Pick an exterior that meets your aesthetic approval and at the same time harmonizes with the environment in which it will be placed. Make certain that the interior arrangements are correct for the exposure, that the rooms are spacious enough and so laid out as to be convenient and labor saving.

Remember that this will be your home for many years to come. You are building a home which a dozen years from now must still be suitable for your family life. Choose then, with care.

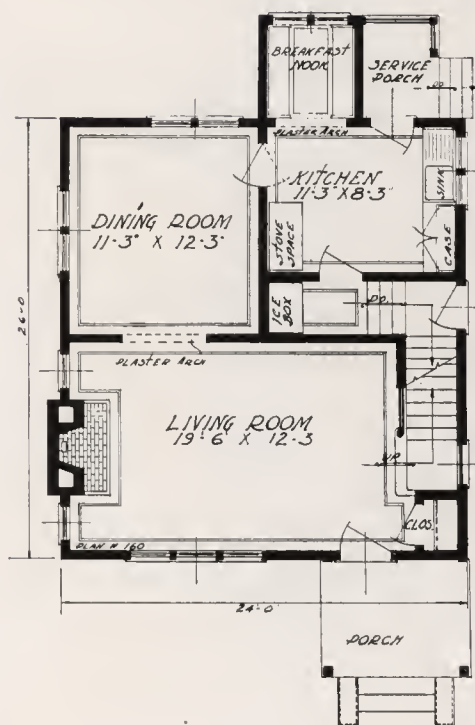


Plan 160

The JACKSON

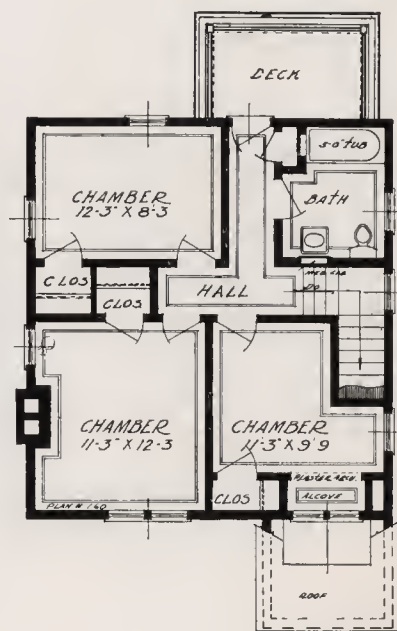
Six Rooms, Bath and Nook

(Size 24'0" x 26'0")



THE value of the property of a neighborhood is largely determined by the type of houses which are found there. A house such as the "Jackson" adds to the community because it has that appearance of worth and substantialness which tells a story of prosperity.

The distinctiveness of a house is not dependent upon its cost, but upon the thought and care which has been put into its design. The "Jackson" speaks for itself in this respect.





Plan 161

The FALCON

(Size 26'0" x 24'0")

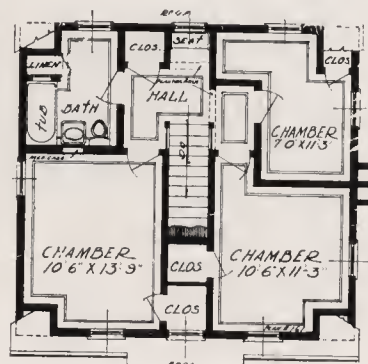
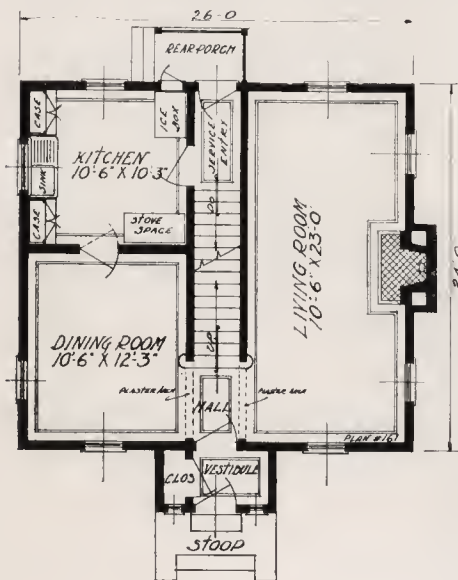
Six Rooms and Bath

MORE than anything else in all the world, what the true mother wants is a place in which she and her family can live together year after year in undisturbed happiness and security. A place in which with contented mind and happy

heart she can devote her time and energy to the creative work for which she was intended.

The home of her dream is a place—all her own—that shall be the embodiment of all her best ideas of comfort and convenience; a place that will enable her to throw around her little family group all the uplifting influences that her woman's heart can desire.

Only under the conditions made possible by the permanently owned home may this great work be carried on with complete success.



Our years of experience in home building are at your service. Let us show you modern building materials and tell you how you can use them to advantage.

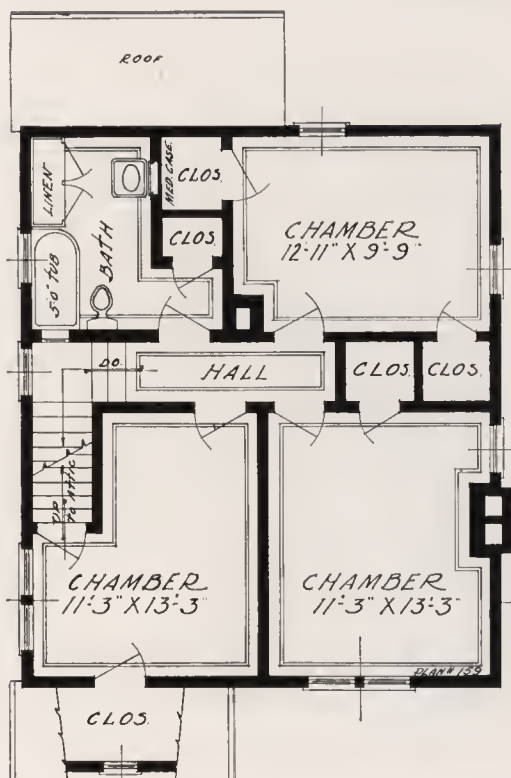


Plan 159

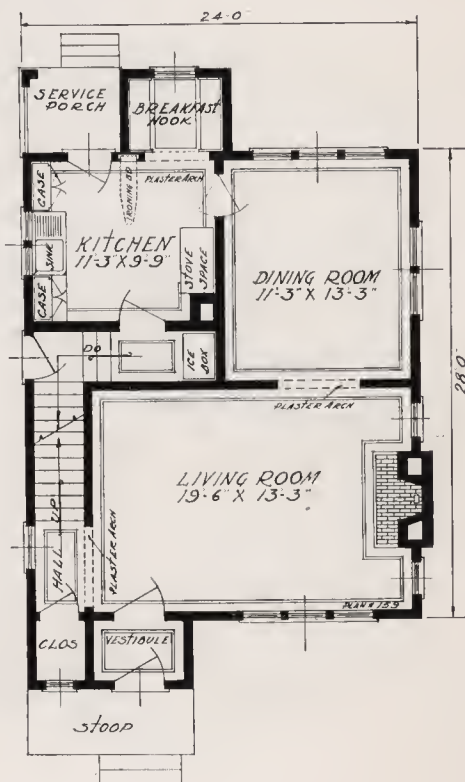
The GANT

(Size 24'0" x 28'0")

Six Rooms, Bath and Breakfast Nook



IN her own home where she is able to gather around her all the little things that make the true home atmosphere — where she may carry out her own ideas and express her own tastes in her surroundings and may unrestrictedly plan the many conveniences that will make it a more comfortable abiding place for her family — there a woman finds her greatest satisfaction.



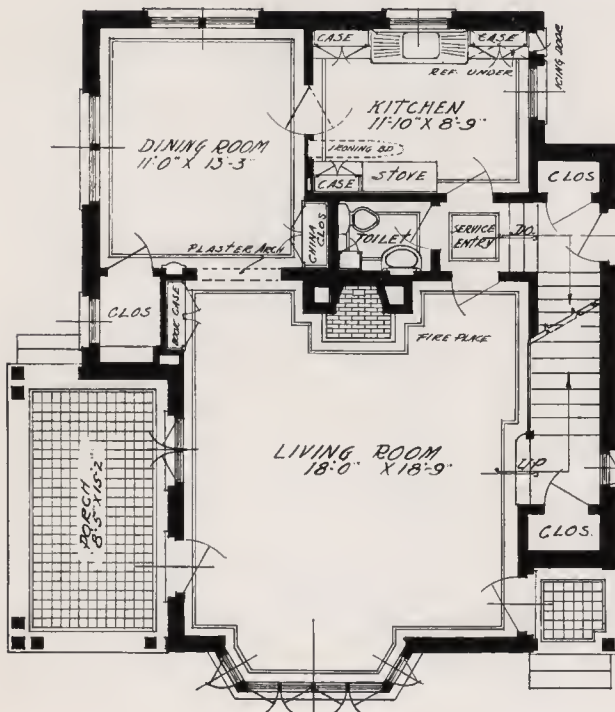


Plan 142

The BREWSTER

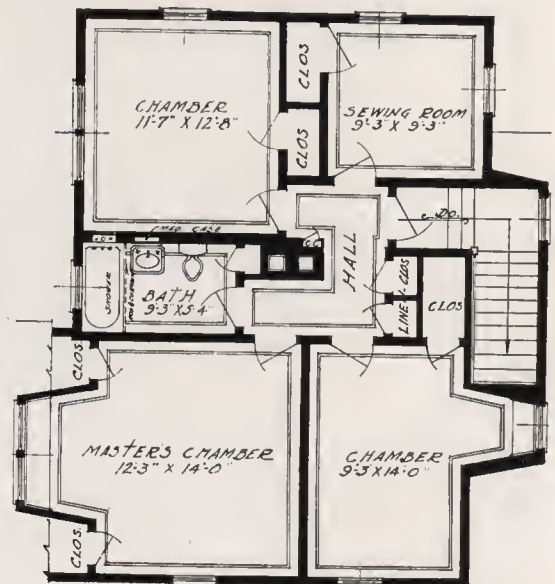
(Size 28'6" x 34')

Six Rooms, Bath, Porch and Sewing Room



A HOME of another's work can never give you that inner glow of satisfaction which comes with the completion of a home built for your individual needs.

Select
your home
from the
'inside-out'
That's the
part in
which you
live.





Plan 104

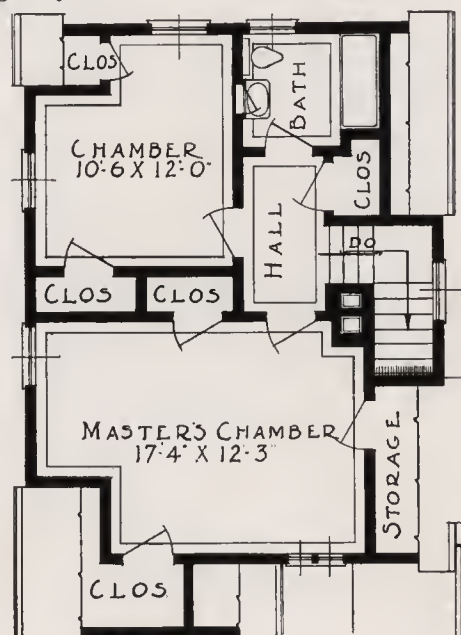
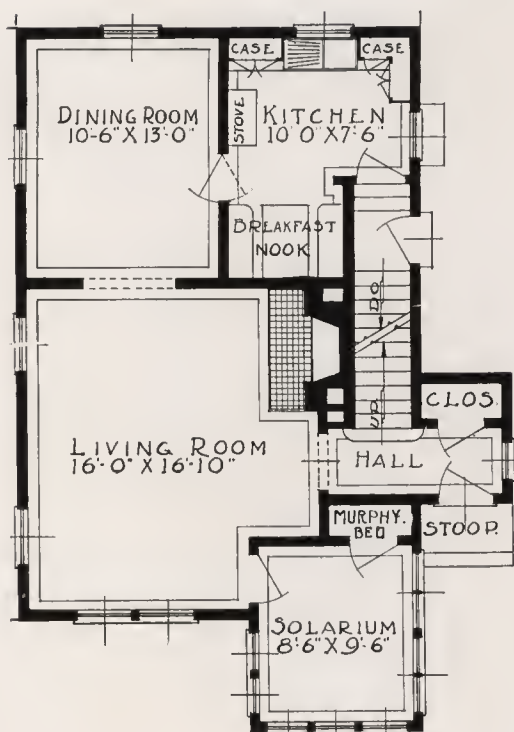
The ELGIN

(Size 22x32)

Five Rooms, Bath, Breakfast Nook and Solarium

PUTTING off building a home of your own means that you are losing every day. Losing the money you pay out for rent, and losing the comfort and happiness a home of your own alone can give you.

*Start to build
right at the
very begin-
ning - - - -
When you are
first planning
your house.*





Plan 163

The GEORGIAN

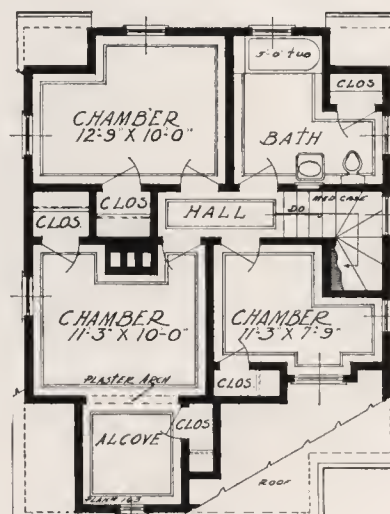
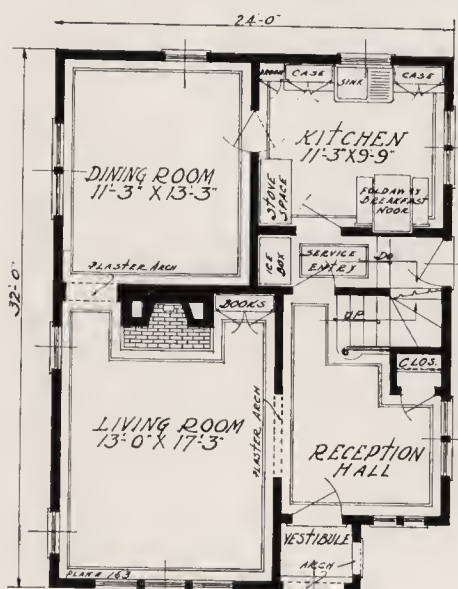
(Size 24'0" x 32'0")

Six Rooms, Bath and Reception Hall

IT IS difficult to feel an interest in something in which you have no part. The mere fact of owning a home is enough to give a man an added civic interest, simply because his community

becomes something in which he owns stock, as it were. It is difficult, also, for a man to rise to success in any locality, whether that success be social or commercial, unless he feels that he is a permanent part of that community, and this feeling of permanency can come only through ownership.

Our quality materials and expert building advice is at your service. Build with us and be assured of absolute satisfaction in every respect.





Plan 173

The HANCOCK

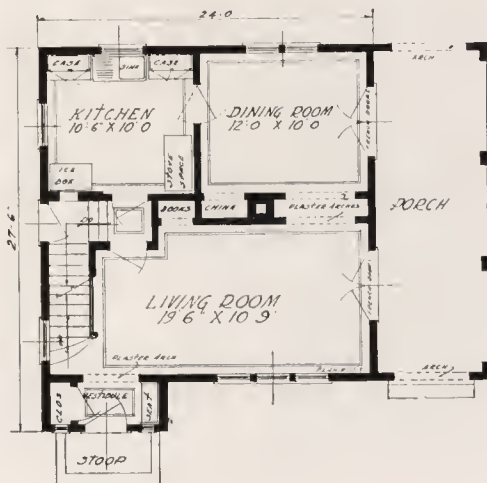
(Size 24'0" x 27'6")

Five Rooms and Bath

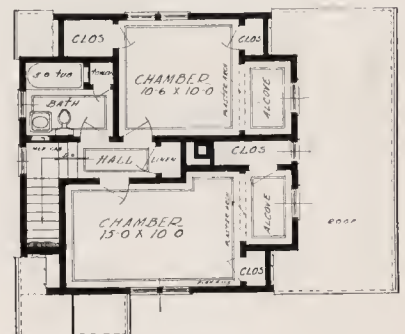
THERE'S a feeling of comfort, of security, of independence, an atmosphere of peace and happiness in the owned home which is never found in the rented house or apartment.

It sends the husband to work in the morning with light step and contented mind. It lightens

the daily tasks of the housewife, giving to her work a new meaning that banishes drudgery. And in the flickering glow of firelight as mother tells bed-time stories to drowsy-eyed youngsters, this fullness and contentment of life brings happiness and satisfaction.



Today is the time to build your new home. Pick your plans and you will soon be in a home of your own.



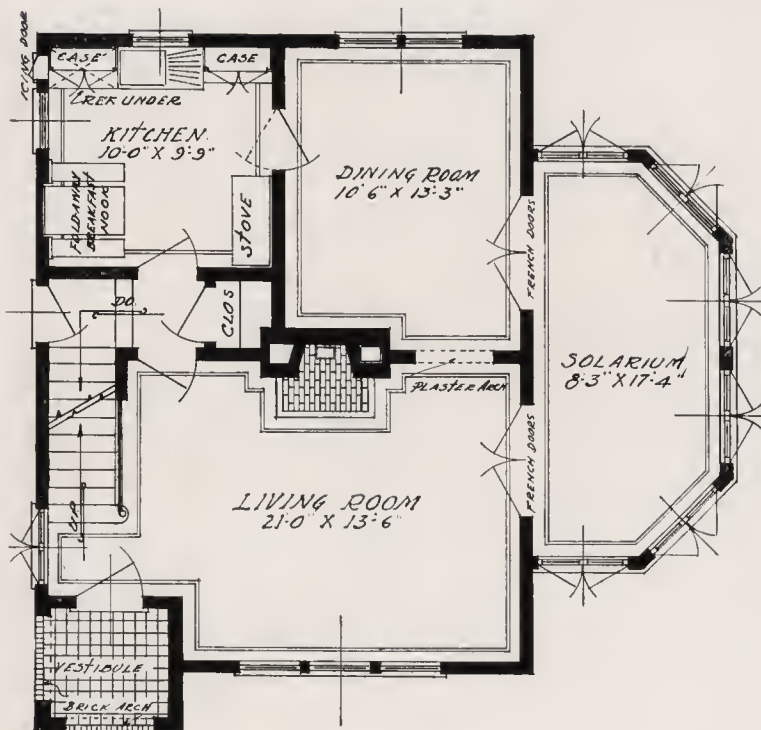


Plan 137

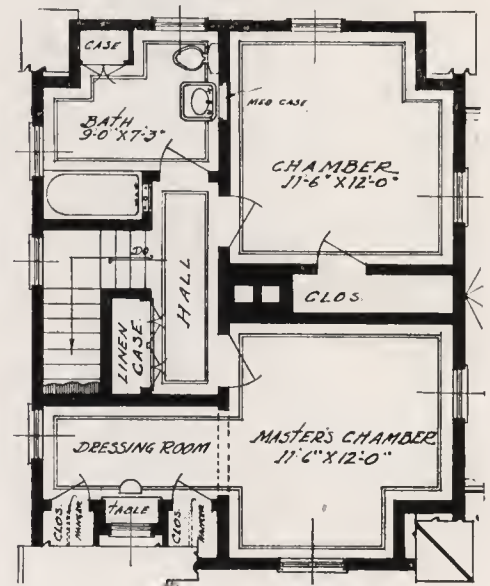
The MANCHESTER

(Size 22'x28')

Five Rooms, Bath, Breakfast Nook and Solarium



TO own your own home is a duty you owe your wife and children—as important as a savings account or a life insurance policy.





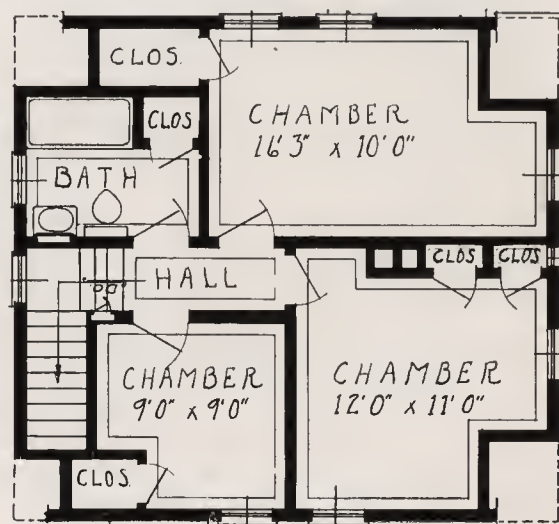
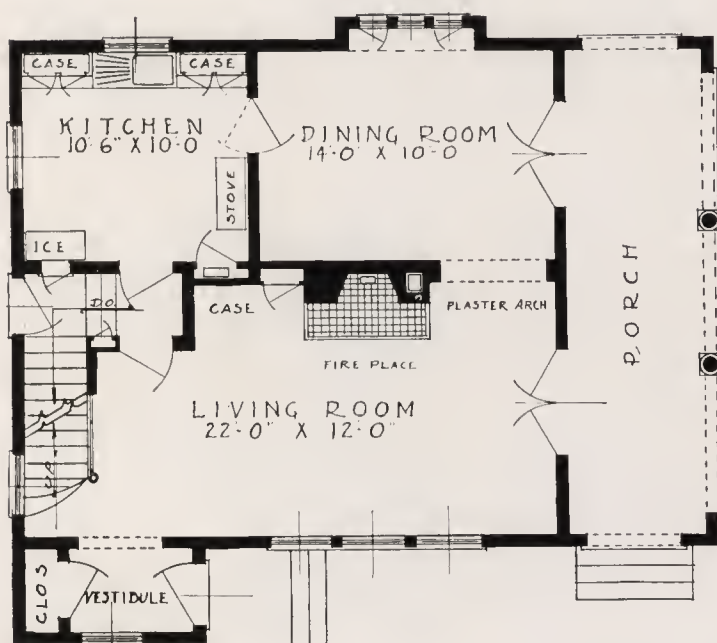
Plan 105

The WAVERLY

(Size 26'x24')

Six Rooms, Bath and Porch

BUILDING your own home is a step toward success. Employers readily recognize the greater stability, dependability and efficiency of the home owner.



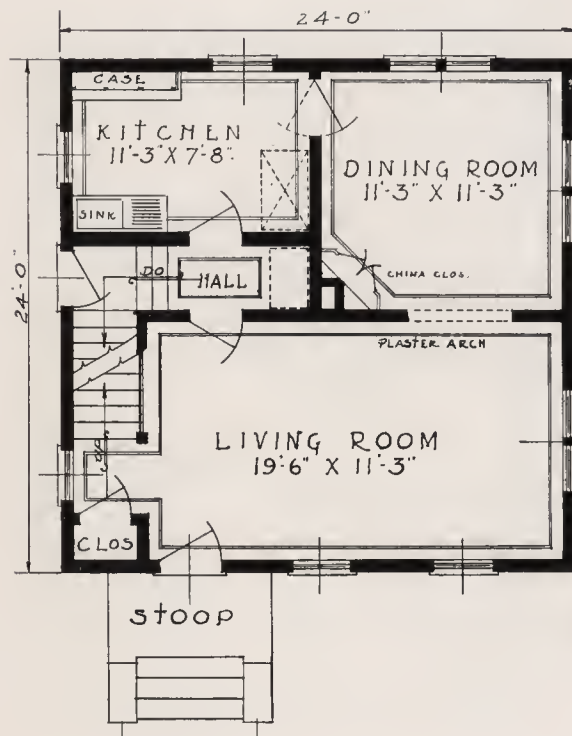


Plan 151

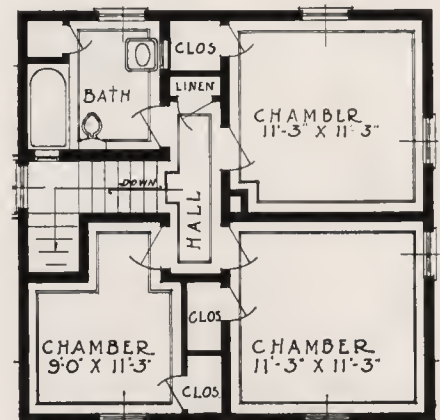
The ABERDEEN (Size 24'0" x 24'0")

Six Rooms and Bath

IN THIS critical age a man is judged as much by the home in which he lives as by the clothes he wears. Build a home to meet your individual requirements, a home which will reflect your personality and good taste, a home which will be a credit to your community.



*Build your
home this year
—be your own
landlord.*





Plan 171

The WOODLAWN (Size 36'0" x 24'0")

Five Rooms and Bath

TO THE thrifty minded soul the advantages of home owning assume prominent proportions when the pros and cons are weighed one against the other.

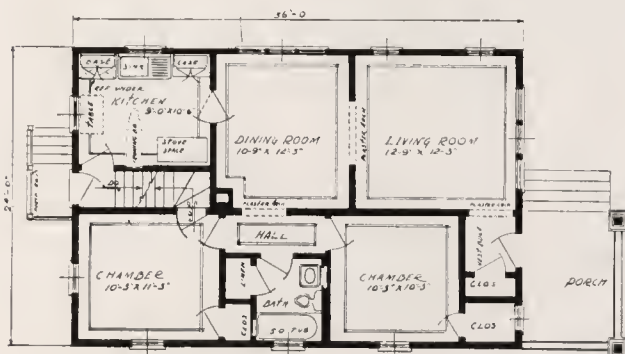
On one side is interest, depreciation, taxes and upkeep; on the other is the enevitable continuous rent expense with no future value or equity. Rent

money once paid out to the landlord is gone; it is never returned in some other form. On the other hand, the money in a home is always available by way of a mortgage or outright sale.

Take the money you pay out each month and invest it in a home. At the end of ten or twelve years you own the house and then the monthly expenditure is nominal. The renter at the end of ten or twelve years is exactly where he was before, financially; he has a bundle of rent receipts of no cash value and nothing else.

The more solid and substantial citizens of the community are invariably home owners. They have foresight and vision. They realize that home owning has economic values aside from the pleasures that come when one owns his own home.

You can safely follow the example of the progressive citizen and build your own home.





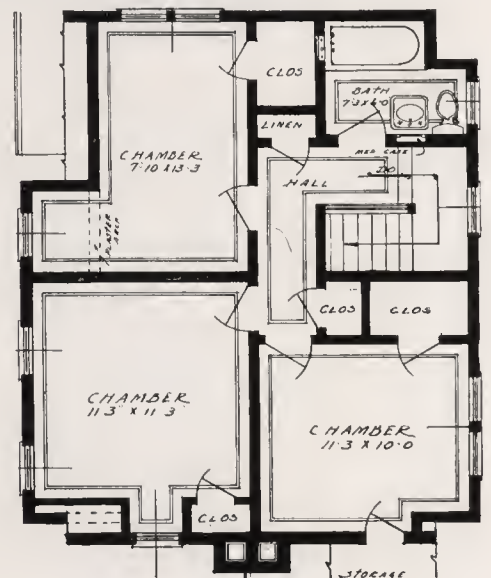
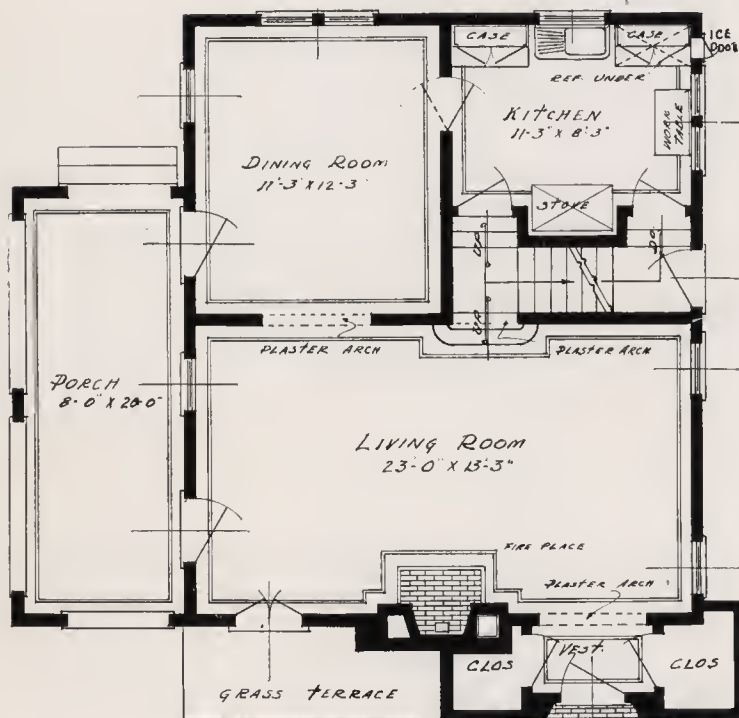
Plan 138

The GLOVER

(Size 32'6" x 24')

Six Rooms, Bath and Sun Porch

A HOME of your own brings into your life an absorbing interest that will call out the best there is in you, organize your abilities and energies and set them to work.





Plan 117

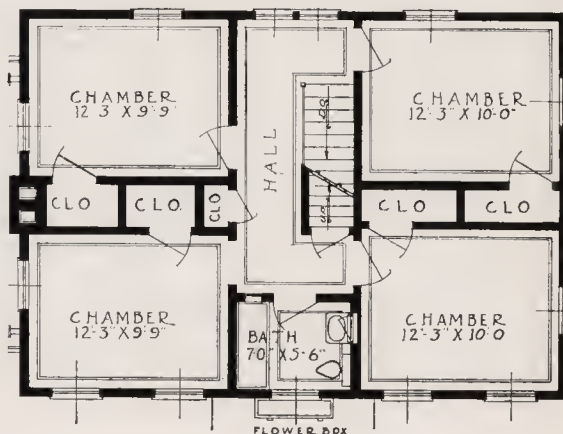
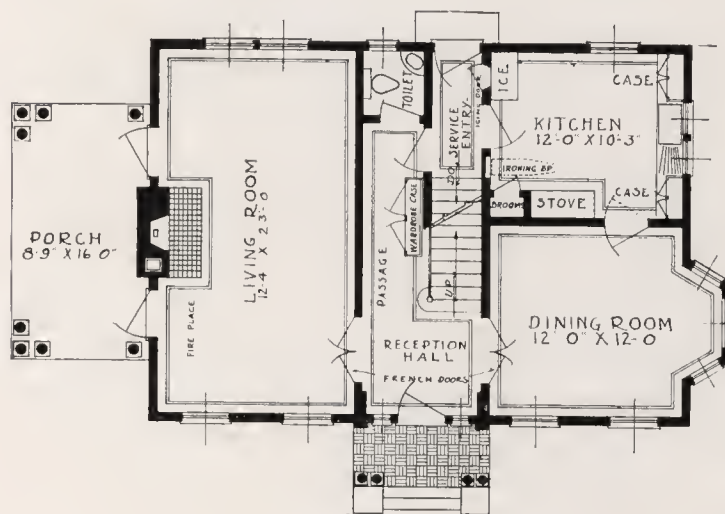
The SHERIDAN

Seven Rooms, Bath and Porch

(Size 34'x24')

UPON the home rests our moral character, civic and political liberties are grounded there; virtue, manhood and citizenship grow there. American citizenship in the long run will be, must be, what the American home is.

There are no dividends to compare with comfort and contentment—no returns equal to the personal pride felt by the man who owns the home that shelters his family.





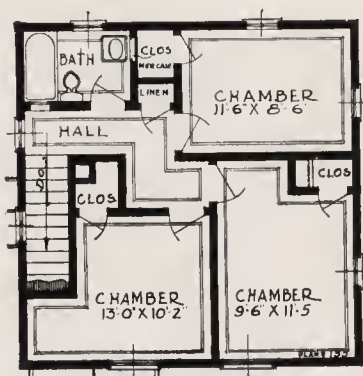
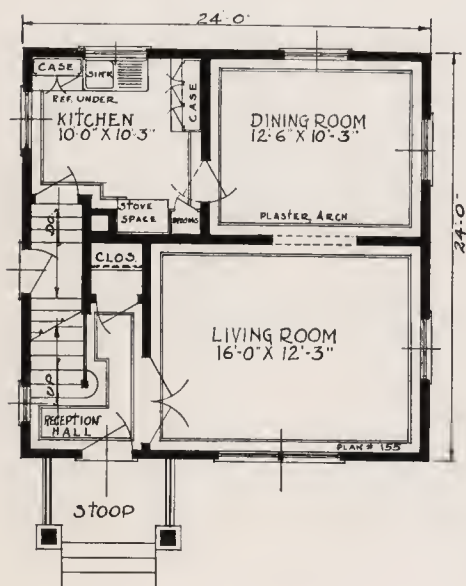
Plan 155

The CLEVELAND (Size 24'0" x 24'0")

Six Rooms and Bath

WHILE the exterior lines of the home are always important and should be considered seriously when selecting the house you are going to build, do not overlook the importance of the interior arrangement of the dwelling.

Remember the home is to be lived in. It must be comfortable, convenient, livable and altogether satisfactory. You are building a home in which you expect to live for a good many years—make certain that the plans meet your needs.



Plan and Build your home as carefully as you plan and build your business. Thoughtful planning pays good dividends in satisfaction.



Plan 177

The GLENVALE

(Size 26'0" x 28'0")

Six Rooms, Bath and Den

DO YOU love to work around a garden, to plant flowers and cultivate them? Are you happy when you are outdoors doing something constructive?

Then you should be a home owner, for at home

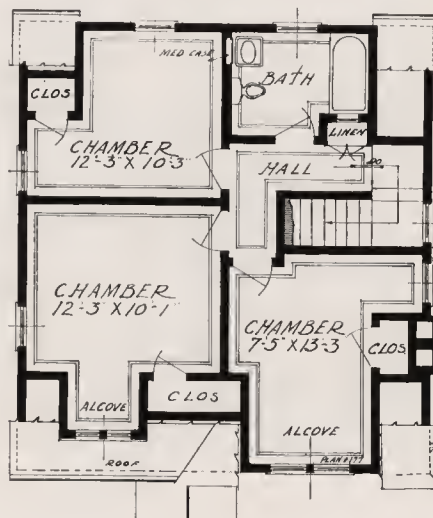
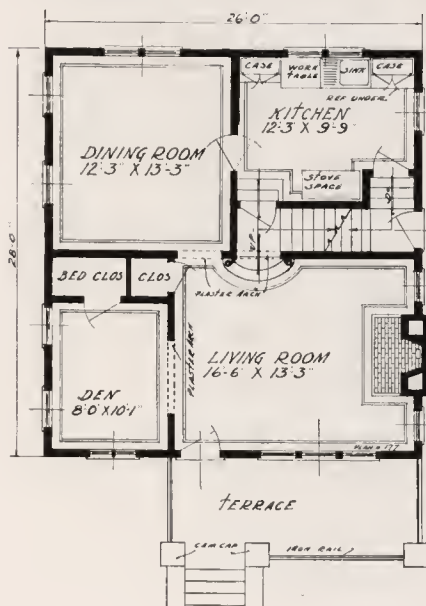
you can spend your time happily, engaged in improving the lawn, in cultivating flowers and in beautifying the home grounds.

It seems so useless sometimes to do all this when renting. The constructive instinct is suppressed and becomes latent. Home owning brings

out all that is good and constructive in a person. It is a positive virtue in this respect.

Give full play to that garden loving instinct by building a home and improving the grounds. You will find it a mental and physical stimulant—a constant source of pleasure and enjoyment.

And at the same time your status as a home owner will raise you in the estimation of your friends and neighbors. The home owner is always respected for he has attained a new dignity with his home.





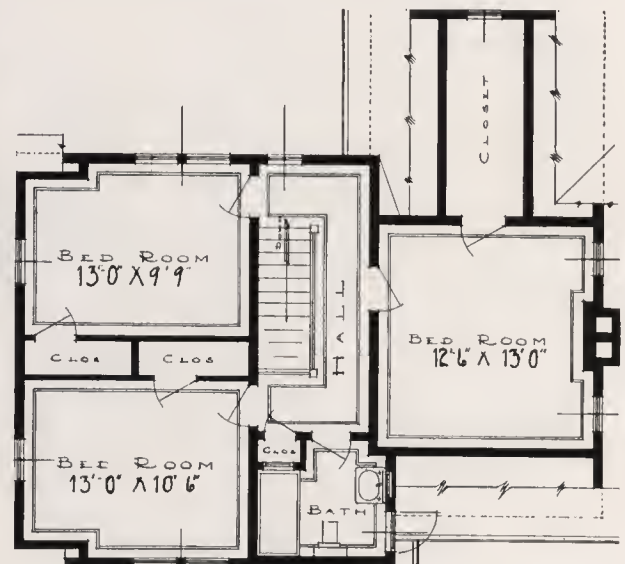
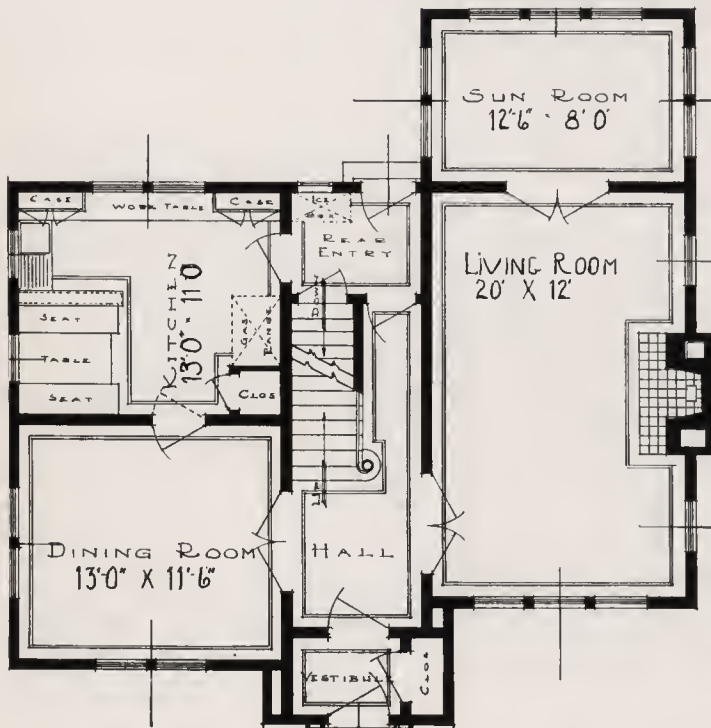
Plan 123

The BRIGHTON

(Size 34'x24')

Six Rooms, Bath, Breakfast Nook and Sun Parlor

WHEN you build your own home you have a real home, built by you and for you—the result of your own endeavor and not a second-hand product of another's ideas.



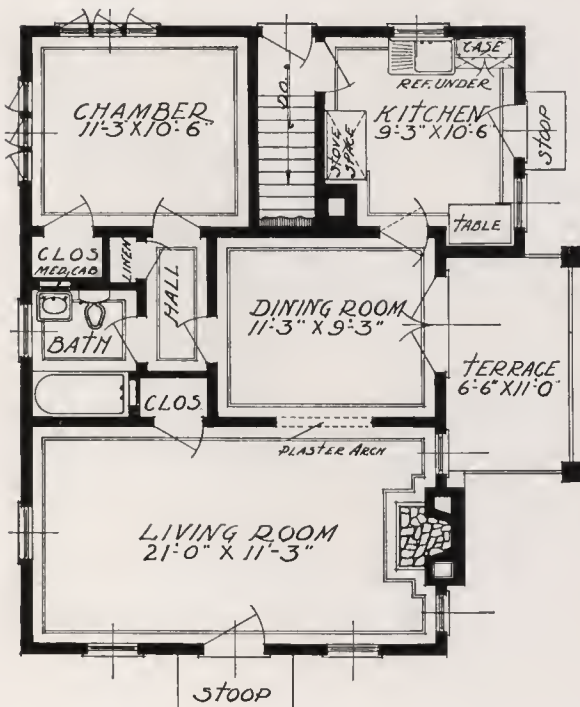


Plan 149

The HOWARD

(Size 32'6" x 26'0")

Four Rooms and Bath



THE architectural trend of the times is suitably reflected in the pages of this book. Examine carefully the exterior design of the houses and note how attractive they are in exterior lines.

These are the houses of today. They are modern, up to the minute, entirely in vogue. Yet their lines are varied. Each of these homes has an individuality of its own. Each has character and will suitably reflect that of the owner.

Again, the interior arrangement of the houses is in keeping with the spirit of the times. The kitchens are filled with those step-saving devices which add so much to the enjoyment of housekeeping. The living rooms are bright and airy, comfortable gathering places for the family. The bedrooms are cozy—designed to be cool in summer and warm in winter.

The arrangement of the rooms in relation to each other is such that convenience is paramount. Space and material has been saved in their design.



Plan 170

The ELWOOD

(Size 24'0" x 28'0")

Six Rooms and Bath

THE selection of houses in this plan book has been made carefully with the idea of presenting to the home builder the very best plans available.

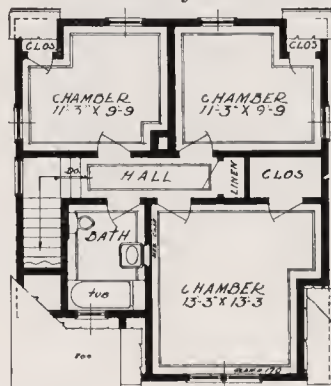
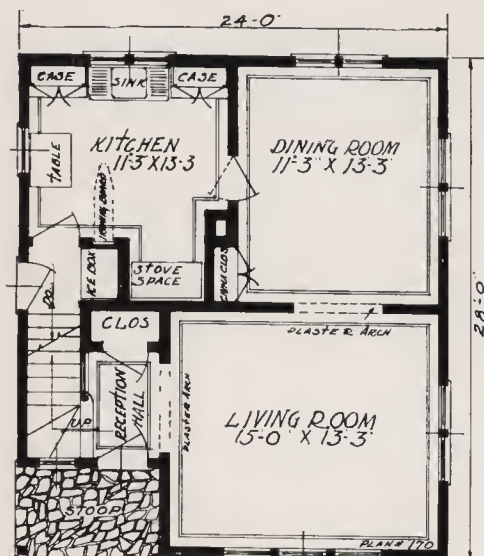
As you study over this array of plans you will note that the exterior lines are all smartly up-to-

date. These are the type of houses that are in vogue today. They are architecturally up-to-the minute.

At the same time the interior arrangement has been thoughtfully planned to give the utmost in livability and comfort. The relation of the rooms to each other, the devices employed to save steps, the convenience of accessories all bring out this fact.

You can pick any of the plans from this book with the assurance that you are selecting a livable, convenient, comfortable house, one that will make you a home that you can be proud to own.

Build a home this year. Place yourself in that favored class that are home owners. Build a home that expresses your idea of beauty, comfort and convenience. The plans in this book are entirely suitable for your selection.

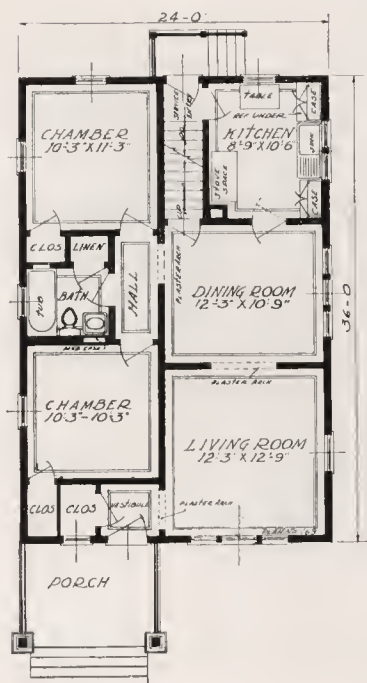




Plan 169

The FAIRMOUNT (Size 24'0" x 36'0")

Five Rooms and Bath



THE biggest investment you will make is the investment in a home. You may make investments involving more money but in importance the home ranks first.

This is because the home is so intimate. It is the place in which you live—your happiness and that of your loved ones is centered around the home and is influenced by the home.

An investment in a home is also the wisest one you can make. So much depends on the proper atmosphere in which the family life thrives. You must make certain that the environment is proper, that living conditions are right, that the house itself is well designed and attractive.

The plans in this book are commended to families in search of a home. Each of these plans is the result of study and application. Each has been designed to give beauty, convenience and livability.

You can choose a plan from this collection, sure that you will have a home which will be entirely satisfactory.

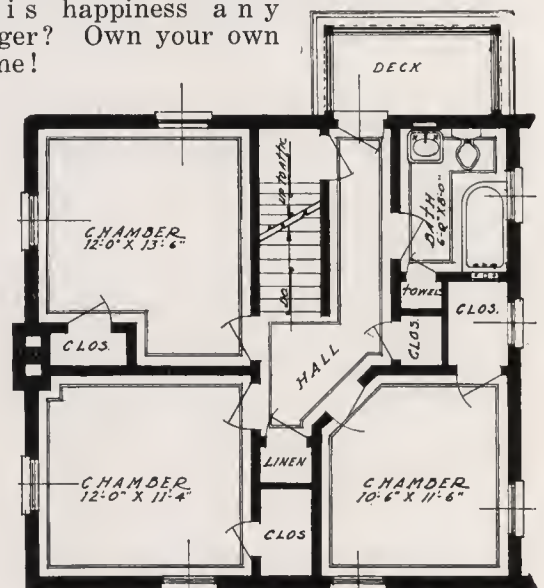
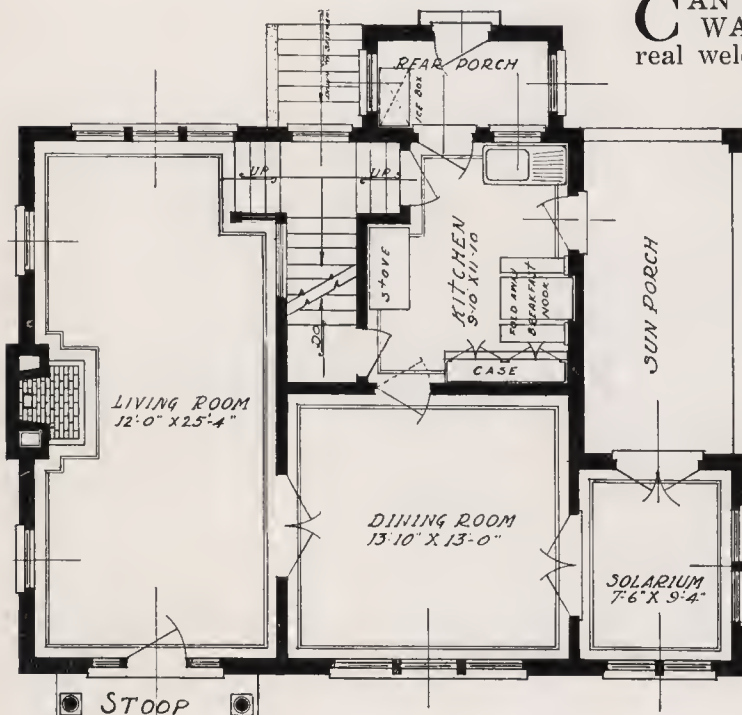


Plan 130

The HATHAWAY (Size 36'0" x 27'0")

Six Rooms, Bath, Breakfast Nook and Solarium

CAN'T you picture yourself in the "HATHAWAY"? A cheerful, comfortable place with a real welcoming atmosphere where you can find relief from the work and worry of everyday life. Why deprive yourself of this happiness any longer? Own your own home!



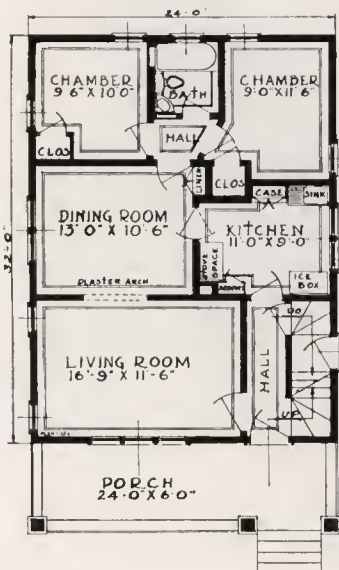


Plan 154

The BROOKFIELD (Size 24'0" x 32'0")

A DUPLEX HOME

Five Rooms and Bath Downstairs
Four Rooms and Bath Upstairs

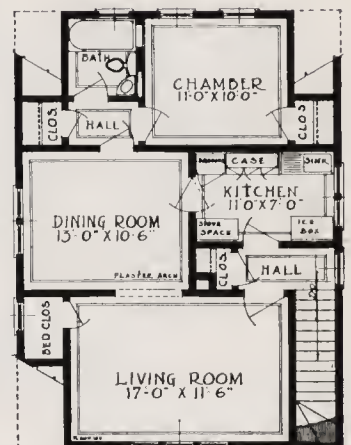


THE Brookfield meets the needs of the family who desire to make their home a paying proposition—who make no objections to renting out the upper floor to another family and thus derive a monthly income from their property.

Note that this duplex is most conveniently arranged. Down stairs are five rooms and a bath while upstairs are four rooms and a bath. For economy's sake the kitchens have been arranged over each other, thus cutting down the amount of plumbing lines required.

Despite the fact that this is a duplex, the exterior lines of the "Brookfield" are delightful. It seems to be a cozy little home of the semi-bungalow type. Yet beneath its roof two families are sheltered in comfort and satisfaction.

You can rent one of the floors of the "Brookfield" easily enough, for the room arrangement of either floor is so satisfactory that they instantly appeal to all. Live on one of the floors and rent out the other—let the tenant help you pay the monthly installments.



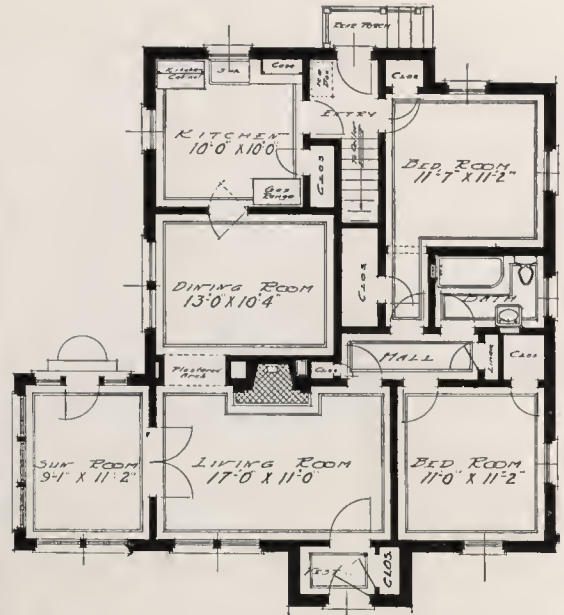
The WASHBURN

(Size 30 x 34)

Five Rooms, Bath and Sun Room



WHEN a man builds a home of his own he immediately acquires a new respect of others for himself, and his family. It is a respect naturally accorded and richly deserved.

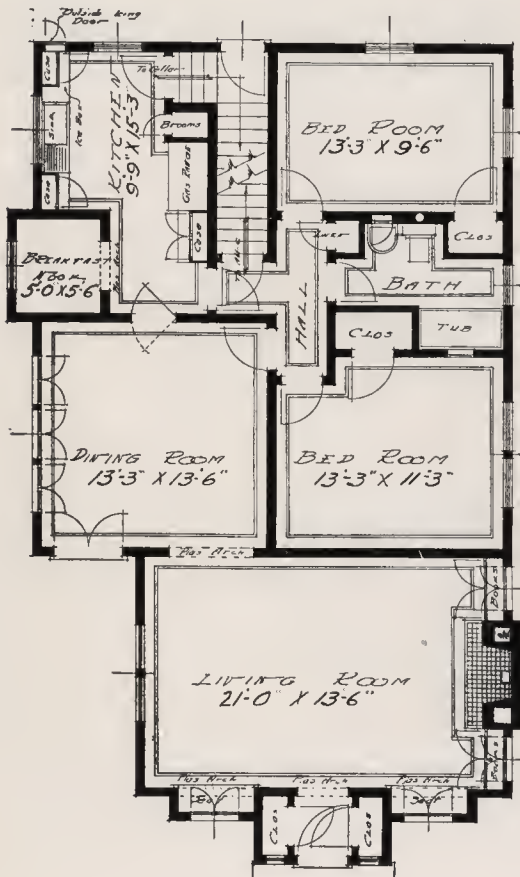


The plans shown in this book have been specially designed to provide you with three primary home needs — serviceability, beauty, economy.

The HEATHCOTE

(Size 28 x 44)

Five Rooms, Bath and Breakfast Nook

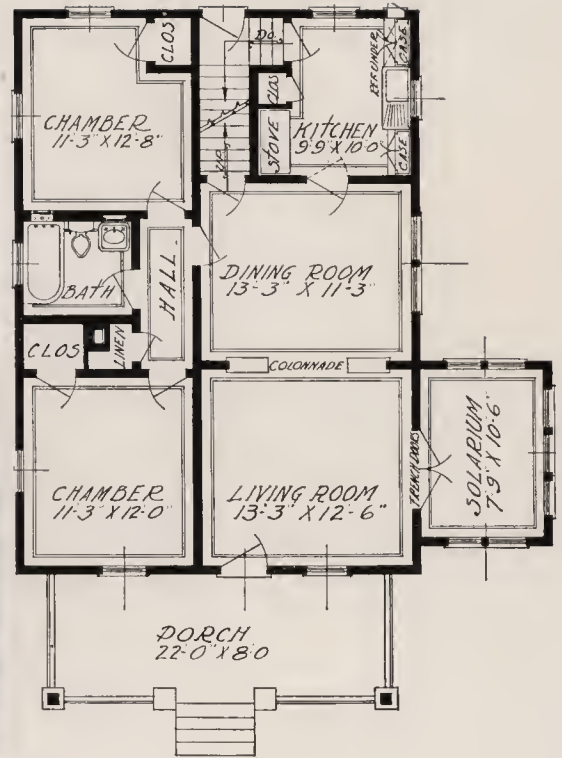


A HOME of your own gives you a better legal status, financial rating and social standing. It stimulates your ambition, develops your faculties and increases your capacity for accomplishment.

The LAWRENCE

(Size 28 x 46)

Five Rooms, Bath and Solarium



BUILDING a home of your own automatically admits you to membership in that ever-growing band of happy men and women who form the bulwark, the foundation, of this nation's progress—the home owners!

Don't build just for today. Select the plan which will meet all your future requirements.

The SIMPLICITY

(Size 26 x 41)

Five Rooms and Bath



THERE is a resolute note in the voice of the man who owns his own home, a hint of pride in his step. He is the man who does things and gets things done. He is the man who succeeds.

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All plans shown in this book are complete in every detail and architecturally correct. They absolutely prevent building mistakes and loss in time and money. The finished home will be exactly as illustrated, if the plan is followed in every detail.

With these plans you may know exactly what your home will look like. Moreover, a contractor can complete your home in less time and at a lower cost with these correct and detailed plans and specifications.

In some cases you may like a certain plan but find it unsuitable for the location you have decided upon. This is easily remedied by reversing the plan, in which case the room arrangement will be exactly the opposite of the original plan. If the dining room, for instance, had been on the east side of the house, it will now be on the west side, and the other rooms will be arranged accordingly.

Reversed plans are furnished at no extra cost.

